



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Geneva, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rooted Rural	38.5%	Population		26,284	26,656
Rural Bypasses	26.3%	Households		10,932	11,185
Southern Satellites	16.4%	Families		7,639	7,679
Heartland Communities	11.8%	Median Age		41.7	43.4
Rustbelt Retirees	3.7%	Median Household Income		\$30,571	\$33,476

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	49	\$1,342.88	\$14,680,332
Men's	51	\$253.81	\$2,774,663
Women's	47	\$452.85	\$4,950,558
Children's	58	\$253.08	\$2,766,671
Footwear	44	\$222.22	\$2,429,351
Watches & Jewelry	45	\$88.90	\$971,822
Apparel Products and Services <sup>1</sup>	49	\$72.01	\$787,267
<b>Computer</b>			
Computers and Hardware for Home Use	51	\$111.44	\$1,218,247
Software and Accessories for Home Use	46	\$13.63	\$148,960
<b>Entertainment &amp; Recreation</b>	59	\$2,020.71	\$22,090,441
<b>Fees and Admissions</b>	43	\$261.73	\$2,861,257
Membership Fees for Clubs <sup>2</sup>	45	\$71.63	\$783,013
Fees for Participant Sports, excl. Trips	45	\$51.27	\$560,458
Admission to Movie/Theatre/Opera/Ballet	40	\$59.38	\$649,098
Admission to Sporting Events, excl. Trips	45	\$25.85	\$282,626
Fees for Recreational Lessons	41	\$53.61	\$586,062
<b>TV/Video/Sound Equipment</b>	58	\$673.73	\$7,365,230
Community Antenna or Cable Television	63	\$419.39	\$4,584,734
Color Televisions	49	\$67.50	\$737,927
VCRs, Video Cameras, and DVD Players	58	\$22.32	\$244,052
Video Cassettes and DVDs	58	\$35.20	\$384,767
Video Game Hardware and Software	56	\$18.35	\$200,566
Satellite Dishes	62	\$0.96	\$10,511
Rental of Video Cassettes and DVDs	54	\$31.97	\$349,513
Sound Equipment <sup>3</sup>	47	\$74.98	\$819,703
Rental and Repair of TV/Sound Equipment	53	\$3.06	\$33,457
Pets	71	\$313.73	\$3,429,662
Toys and Games	61	\$109.85	\$1,200,857
Recreational Vehicles and Fees <sup>4</sup>	75	\$340.82	\$3,725,800
Sports/Recreation/Exercise Equipment <sup>5</sup>	58	\$133.37	\$1,458,038
Photo Equipment and Supplies <sup>6</sup>	55	\$75.49	\$825,307
Reading <sup>7</sup>	53	\$111.99	\$1,224,290
<b>Food</b>	60	\$5,064.94	\$55,369,975
<b>Food at Home</b>	62	\$3,141.30	\$34,340,717
Bakery and Cereal Products	62	\$449.52	\$4,914,142
Meat, Poultry, Fish, and Eggs	64	\$849.10	\$9,282,327
Dairy Products	63	\$344.43	\$3,765,359
Fruit and Vegetables	58	\$504.90	\$5,519,583
Snacks and Other Food at Home <sup>8</sup>	63	\$993.35	\$10,859,306
<b>Food Away from Home</b>	57	\$1,923.64	\$21,029,258
Alcoholic Beverages	50	\$308.81	\$3,375,952
Nonalcoholic Beverages at Home	66	\$288.40	\$3,152,742



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Geneva, AL

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	30	\$450.34	\$4,923,090
Vehicle Loans	71	\$4,382.64	\$47,911,060
<b>Health</b>			
Nonprescription Drugs	68	\$82.37	\$900,509
Prescription Drugs	82	\$474.69	\$5,189,279
Eyeglasses and Contact Lenses	63	\$52.26	\$571,331
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	50	\$4,366.33	\$47,732,712
Maintenance and Remodeling Services	53	\$1,040.24	\$11,371,880
Maintenance and Remodeling Materials <sup>10</sup>	73	\$275.03	\$3,006,653
Utilities, Fuel, and Public Services	64	\$2,822.62	\$30,856,916
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	53	\$73.72	\$805,905
Furniture	49	\$316.65	\$3,461,631
Floor Coverings	47	\$42.63	\$466,040
Major Appliances <sup>12</sup>	66	\$192.85	\$2,108,201
Housewares <sup>13</sup>	55	\$57.44	\$627,949
Small Appliances	62	\$23.03	\$251,818
Luggage	40	\$4.08	\$44,553
Telephones and Accessories	54	\$25.51	\$278,862
<b>Household Operations</b>			
Child Care	40	\$168.00	\$1,836,571
Lawn and Garden <sup>14</sup>	76	\$341.18	\$3,729,758
Moving/Storage/Freight Express	49	\$26.32	\$287,773
Housekeeping Supplies <sup>15</sup>	65	\$498.73	\$5,452,116
<b>Insurance</b>			
Owners and Renters Insurance	69	\$328.77	\$3,594,117
Vehicle Insurance	62	\$913.06	\$9,981,525
Life/Other Insurance	66	\$422.03	\$4,613,668
Health Insurance	72	\$1,408.76	\$15,400,589
Personal Care Products <sup>16</sup>	59	\$277.13	\$3,029,594
School Books and Supplies <sup>17</sup>	50	\$60.34	\$659,629
Smoking Products	76	\$368.93	\$4,033,134
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	70	\$4,026.85	\$44,021,541
Gasoline and Motor Oil	71	\$1,446.13	\$15,809,118
Vehicle Maintenance and Repairs	60	\$639.07	\$6,986,353
<b>Travel</b>			
Airline Fares	42	\$171.79	\$1,878,053
Lodging on Trips	52	\$211.96	\$2,317,191
Auto/Truck/Van Rental on Trips	38	\$16.72	\$182,733
Food and Drink on Trips	53	\$249.83	\$2,731,174

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Geneva, AL

---

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.